

Amendments to the claims

Please amend the claims as follows:

Claims 1-98 (canceled)

Claim 99. (currently amended) A method for obtaining, delivering and presenting information content on a player device, the method comprising the steps of:
receiving user information associated with content to be obtained in the form of a content item;

obtaining content programming information by conducting a search based at least in part on the user information, the obtained content programming information identifying a source for the content item and a time at which the content item is available;

enabling the reception by the player device of the content item by accessing the identified source at the identified time, generating a unique identifier for each content item and tagging the content item with the unique identifier;

logically dividing at least one content item into sub-segments, wherein the step of logically dividing the at least one content item into sub-segments is applied to an advertisement and further comprising the steps of:

defining one sub-segment as a request for information sub-segment;
and

defining another sub-segment as a request for purchase sub-segment;

storing the received content item;

receiving a request for presenting the content item; ~~and~~

presenting the content item on the player device;

receiving an actuation signal while the content item is being presented and a time stamp identifying a particular location within the presentation of the content item;

based on the received time stamp, identifying which sub-segment was actively being presented when the actuation signal was received; and

if an actuation signal is received while presenting the request for information sub-segment of the advertisement, providing further information associated with the advertisement; and

if the actuation signal is received while presenting the request for purchase sub-segment, initiating a transaction for a purchase associated with the advertisement.

Claim 100. (previously presented) The method of claim 99, wherein the step of receiving a request for presenting the at least one content item further comprises the step of receiving a playback list that identifies one or more content items to be presented.

Claim 101. (canceled)

Claim 102. (canceled)

Claim 103. (canceled)

Claim 104. (canceled)

Claim 105. (canceled)

Claim 106. (currently amended) The method of claim ~~105~~99, further comprising the step of appending one or more advertisement content items to each content item delivered in the enabling the reception of the at least one content item step.

Claim 107. (canceled).

Claim 108. (currently amended) The method of claim ~~107~~99, wherein the step of providing further information associated with the advertisement further comprises sending an email message to a user associated with the content being presented.

Claim 109. (previously presented) The method of claim 108, further comprising the steps of:

- receiving user profile information identifying a preferred mode for conducting transactions; and

- the step of initiating a transaction further comprises initiating a transaction in accordance with the preferred mode.

Claim 110. (currently amended) A system for obtaining, delivering and presenting information content, the system comprising:

- a content server comprising:

- an interface to one or more information content sources;

- a playback device interface; and

- a server application operating on the content server and enabling the content server to be operative to:

- receive user information associated with a playback device;

- obtain content programming information from the one or more information content sources by conducting a search based at least in part on the user information, the content programming information identifying a channel and a time for at least one content item;

deliver the content programming information to the associated playback device via the playback device interface;

the associated playback device comprising:

- a memory storage unit;
- a user actuator;
- an information content source interface including a tunable receiver;
- a mobile-content server interface;
- a presentation output;
- a processing unit coupled to the memory storage unit, the mobile-content server interface, the audio output and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:

- enable the information content source interface in accordance with the content programming information by tuning the tunable receiver to a channel associated with the information content source identifier at the identified time;

- receive information content in the form of content items transmitted from an information content source via the information content source interface, generating a unique identifier for each content item and tagging the content item with the unique identifier, logically dividing at least one content item into sub-segments, wherein the step of logically dividing the at least one content item into sub-segments is applied to an advertisement and defining one sub-segment as a request for information sub-segment and defining another sub-segment as a request for purchase sub-segment;

- provide the information content items to the presentation output;

- detect an actuation of the user actuator;

- identify the content item that is actively being presented at the output at the time of the actuation by receiving a time stamp identifying a particular location within the presentation of the content item;

- based on the received time stamp, identifying which sub-segment was actively being presented when the actuation signal was received; and

- if an actuation signal is received while presenting the request for information sub-segment of the advertisement, send a signal to the content server requesting further information associated with the advertisement; and

if the actuation signal is received while presenting the request for purchase sub-segment, send a signal to the content server initiating a transaction for a purchase associated with the advertisement.—

Claim 111. (previously presented) The system of claim 110, wherein the processing unit is further operative to store the content.

Claim 112. (currently amended) A system for obtaining, delivering and presenting information content, the system comprising:

one or more content sources;

a content server; and

a content playback device;

the content server being operable to:

receive user information entered on the playback device and received from the playback device;

obtain content programming information from a content source by conducting a search based at least in part on the received user information, the content programming information identifying a channel and a time for at least one content item; and

obtain one or more content items from the content source by tuning to the identified channels at the identified times;

receive a playlist identifying at least one content item and being associated with the playback device; and

deliver the content items to the playback device in accordance with a playlist, the content items being delivered in the form of content items with each content item having a unique identifier and, logically dividing at least one content item into sub-segments, wherein logically dividing the at least one content item into sub-segments comprises defining one sub-segment as a request for information sub-segment and defining another sub-segment as a request for purchase sub-segment;

the playback device being operable

receive the content items;

present the content items to a user interface;

receiving an actuation signal while content items are being presented;

identify the content item that is actively being presented at the output at the time of the actuation by receiving a time stamp identifying a particular location within the presentation of the content item;

identifying the content item and the portion of the content item that was being presented on the user interface at the time of receiving the actuation signal;

based on the received time stamp, identifying which sub-segment was actively being presented when the actuation signal was received; and

if an actuation signal is received while presenting the request for information sub-segment, send an email message to the user associated with the content being presented wherein if the content item is an advertisement, the email includes information about making a purchase; and

if the actuation signal is received while presenting the request for purchase sub-segment, send a signal to the content server initiating a transaction for a purchase associated with the content item.

~~performing a function based on the timing of the actuation signal, the function including sending an email message to the user associated with the content being presented, wherein if the content is an advertisement, the email includes information about making a purchase.~~

Claim 113. (canceled)

Claim 114. (currently amended) The system of claim ~~112~~112, wherein the playback device includes an interact button, which when actuated during the presentation of a content item will result in a signal being sent to the content server.

Claim 115. (previously presented) The system of claim 114, wherein the signal includes the unique identifier.

Claim 116. (canceled)

Claim 117. (canceled)

Claim 118. (canceled).